

1 of 3

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SU	1135P-1205A	SPORTS AUTHRTY	:30	\$1,000.00	11/04-11/04	1 <i>P2</i>	1	1	\$1,000.00	
Rating: 3.0												
	2	SA	1135P-1205A	BENGALS NATION	:30	\$1,500.00	11/03-11/03	1 <i>P1</i>	1	1	\$1,500.00	
Rating: 3.1												
	3	M	1135P-1235A	D LETTRMAN	:30	\$1,200.00	10/29-10/29	1 <i>P2</i>	1	1	\$1,200.00	
Rating: 2.3												
	4	TU	1135P-1235A	D LETTRMAN	:30	\$1,200.00	10/30-10/30	1	1	1	\$1,200.00	
Rating: 2.3												
	5	W	1135P-1235A	D LETTRMAN	:30	\$1,200.00	10/31-10/31	1	1	1	\$1,200.00	
Rating: 2.3												
	6	TH	1135P-1235A	D LETTRMAN	:30	\$1,200.00	11/01-11/01	1	1	1	\$1,200.00	
Rating: 2.3												

Rep Order# 9852377 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/25/2012 4:07 PM
Last Received: 10/25/2012 3:30 PM
Showing Buylines: All Lines

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Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product NRA
Estimate# 3474
Buyer AMAG MediaAssistant
Phone#
Fax#

Agency () AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 137/490/3474
Flight Dates 10/29/2012 - 11/05/2012
Hiatus Weeks

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	7	F	1135P-1235A	D LETTRMAN	:30	\$1,200.00	11/02-11/02	1 P2	1	1	\$1,200.00	
Rating: 2.3												
	8	M	1135P-1235A	D LETTRMAN	:30	\$1,200.00	11/05-11/05	1	1	1	\$1,200.00	
Rating: 2.3												
	9	SA	8P-11P	CLG FTBL PT	:30	\$10,000.00	11/03-11/03	1 P2	1	1	\$10,000.00	
Rating: 12.0												
	10	SA	12P-330P	CLG FB: NAVY/AIR FORCE	:30	\$3,500.00	11/03-11/03	1 P2	1	1	\$3,500.00	
Rating: 3.0												
	11	SU	1P-4P	NFL: BENGALS	:30	\$50,000.00	11/04-11/04	1 P1	1	1	\$50,000.00	
Rating: 34.0												

---REPORT TOTALS---

Report Totals: 11 / \$73,200.00

---SALES MONTHLY TOTALS---

Nov 12: 11 / \$73,200.00
Sales Totals: 11 / \$73,200.00
Station Totals: 11 / \$73,200.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$110,208	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 4%
		WKRC 66%	WLWT 18%	WSTR 0%	WXIX 10%	

Books null
Demos RA35+

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Order / Rev:	68605	Advertiser:	National Rifle Association
Alt Order #:	09852377	Product Desc:	NRA
Flight Dates:	10/29/12 - 11/05/12	Estimate:	3474